

## **BRAND SAFETY POLICY**

Meredith Operations Corporation creates brands focused on providing you with destinations you can trust and rely on for every stage of your life to connect you to great content, products, and services, and, based on your engagement with us, customize your experience with us. Our mission is to be clear and transparent.

That includes our Brand Safety policies and Brand suitability, as well as the controls we offer the consumers of our content and our advertisers.

### **What is Brand Safety?**

- TAG defines “Brand Safety” as the controls that companies in the digital advertising supply chain use to protect brands against negative impacts on consumer opinion associated with specific types of content and/or related loss of return on investment.

### **Defining Brand Safety Vs. Brand Suitability per IAB**

- **Brand Safety** solutions enable a brand to avoid content that is generally considered to be inappropriate for any advertising, and unfit for publisher monetization regardless of the advertisement or brand. This is where the 4A's Brand Safety Floor categorization and IAB's taxonomy classifications come into play.
  - For example, content that contains hate speech directed at a protected class would be inappropriate for any advertising. Likewise, content that promotes or glamorizes the consumption of illegal drugs would be inappropriate for any advertising.
- **Brand Suitability** solutions enable a brand to determine content for an individual advertiser's goals. Brand Suitability solutions can either:
  - a) help a brand to avoid content that is specifically inappropriate for its unique sensitivities and values but may be appropriate for another brand, or
  - b) allow content that is aligned with a brand based on its context, sentiment, tone, creative messaging, and other qualifying factors.

### **1. Key Principles**

- 1.1. Brand Suitability Strategy, Moreover, brand suitability is not static.
- 1.2. The placement of advertising will be identified by contract, Inclusion and Exclusion Lists at the Root Domain, Full URL, and App-ID Level
- 1.3. Standard Brand Safety & Suitability Categories.
- 1.4. Media will be optimized to minimize ad misplacement and optimum performance.
- 1.5. Per the IAB: Avoidance: When developing brand-specific suitability categories, it is important to apply industry accepted, predetermined segments/categories, such as the 4A's Brand Safety Floor categories and IAB's category taxonomy recommendations, or ones created by a vendor partner
- 1.6. Per the IAB: Allowance: At the same time, brands should determine whether to exempt certain publishers or content from their avoidance settings. Don't confuse allowance with contextual targeting. Allowances are a relaxing of your safety and suitability controls to enhance scale. Contextual targeting involves proactively looking for content based on its classification in an attempt to hit an audience around a point of interest. A brand's ad verification partner can share more information on applying these tools.

## 2. Meredith's Brand Safety Policies

These are set to inform the context in which we serve ads, and include, but are not limited to:

- News
- Hate-Violence
- Law-Politics
- Natural Disasters
- COVID
- Drugs-Alcohol
- Adult-Sex
- Family-Kids-Pregnancy
- Religion/Cults
- Illegal Downloads

## 3. Brand Safety & Campaign Controls

### Monitor For Ad Misplacement

- Meredith uses ***Inclusion and Exclusion lists*** which can help advertisers reach their relevant audience, as well as avoid negative placement. Meredith has a variety of automatic and manual systems to provide ***Taxonomic Targeting*** information about the content which are targetable.
- ***Onboarding***: Meredith carries out a strong pre-launch, inclusive of secondary attestations, and quality assurance (QA) process which ensures any best practices are adhered to.
- Per the IAB's suggestion we use ***Page-type Exception Lists*** as well
  - Our Brands use exception lists to "exempt" certain pages from their overarching brand suitability controls—effectively overriding avoidance on these pages.
  - For example, some advertisers use exception lists to exempt crime category and section lists, which increases campaign scale and serves to support trusted category and section lists.
- Meredith utilizes a combination of manual reviews and an ***automated content verification tool for our User Generated Content (UGC)*** - ratings, reviews, and comments - to block profane language, spam, and toxic content.
- Per the IAB: ***Know Your Partners***: We review our brand's approved publishers lists regularly. Consider if editorial changes in management, point-of-view, publication policies, advertiser makeup, and other issues affect our strategy.
  - ***Optimization***: All levels of inventory are vetted post-bid to improve pre-bid setup. Meredith takes a ***"Revisit, Reset, Repeat"*** Approach to our Brand Suitability: ***Constantly!***

- **Evaluate and REevaluate our guidelines** to incorporate current events and news by revisiting our tool settings, resetting for current events, repeating as news cycles shift and evolve.
- **Training:** We ensure our teams are trained to regularly carry out the following:
  - Update Flights
  - Flag suspicious activity
  - Update targeting lists such
  - Troubleshoot platform issues effectively
- **Third Party verification:** Close partnerships with MRC accredited partners such as MOAT Standardizing pre- and post-bid Brand Safety Determination; used to track and govern brand safety, invalid traffic, and viewability.
- **Independent Verification:** Meredith allows its direct advertising partners to employ their own third-party verification tags of their preference for brand safety measurement technology as well, and third-party vendor reports are reviewed on a weekly basis and adjustments to the targeting criteria in Google Ad Manager are updated accordingly.
- **Programmatic Measures:** We pass the same values from the page as we do for direct
  - Future contextual targeting can be towards advertiser/campaign suitability. Identified unsuitable contexts can also be actively avoided from bidding to avoid accruing unnecessary verification costs for known unwanted impressions.
  - Alignment with industry taxonomy, the benefits of following the taxonomy guidelines are:
    - A common language across platforms
    - Categories and other vectors (like channel type, page, etc.)
- **ads.txt:** Meredith was an early adopter of ads.txt and has implemented ads.txt files across our portfolio of sites in order to eliminate the risk of unauthorized resellers of our inventory on the open market as well as to prevent domain spoofing.
- **TrustX:** Meredith is an original member of TrustX, a premium exchange that brings buyers and publishers together in a safe and transparent auction based on premium, viewable, trustworthy ads.

#### **Performance Reviews / Ensure Monetizable Actions Conform**

- Per the IAB: **Establish a Scenario-Planning Cadence:** Consumer views and popular opinion can change quickly. Establish a business review schedule to consider cultural shifts, their impact on our brand and our customers. Conduct research to validate strategic shifts based on data.

- Meredith runs Quarterly Audits to ensure Brand Safety KPIs are being met.
- Meredith's Taxonomy team reviews and updates the taxonomy either monthly or as current events dictate.
- ***Transparent Analytics and Reporting:*** To build trust within the digital advertising ecosystem, we ensure we have access to the same level of data, the same tools, and the same details about content categorization and other assessments that may have impacted brand suitability evaluation.

#### **SLA Takedown**

- Should a client want to stop an ad campaign due to an emergency the client must contact the account manager. Meredith will guarantee activity will be paused within 24 hours, however will endeavor to action within 60 minutes.
- Should a client have any general brand safety related queries the client must contact the account manager. Meredith will guarantee activity be paused and queried within 24 business hours.